

Venice Beach Property Owners Association

Venice Beach Business Improvement District

April 30, 2018

Holly L. Wolcott
City Clerk
Office of the City Clerk
200 North Spring Street
Room 224
Los Angeles, CA 90012

RE: 1st Quarter Report – January 1, 2018 – March 31, 2018 (Q1 2018)

Dear Ms. Wolcott:

On behalf of the Board, I would like to present the **Q1 2018** report and financial expenditures as required by **Contract #C-129375** between the City of Los Angeles and the Venice Beach Property Owners Association (VBPOA) related to its administration of the Venice Beach Business Improvement District (VB BID) and its programs.

Q1 2018 ACTIVITIES

Q1 activities principally related to the negotiation and execution of agreements for Clean and Safe Programs; the initial preparations for the launch of the Clean and Safe Program services; the selection, negotiation and execution of the BID office lease; the initial activities required to establish the new BID office; the selection, negotiation and execution of marketing- and communication-related service providers; the development of the BID logo and uniforms; the coordination of insurance renewals/additions, the coordination of our first three (3) Board of Directors meetings (**1/5/2018, 2/9/2018, 3/9/2018**) and ongoing stakeholder communication.

1) Clean & Safe Programs

- Notify Clean & Safe RFPs respondents not selected (**1/5/2018 – 1/9/2018**)
- Negotiate terms/agreements with prospective Clean and Safe Program vendors (**1/2018-2/2018**, related to RFPs previously issued in Q2 2017 and interview process in Q3 2017)
- Execute Clean Team (Chrysalis Enterprises) and Safe Team (Allied Universal) agreements (**2/28/2018**)
- Continue search for clean/safe team space, including site visits (**1/2018**)
- Negotiate and execute LOI, followed by lease agreement, with Newcastle Venice LLC, for approx.. 2,310 SF of BID office and clean/safe team space at 1320-1322 Pacific Avenue. (LOI **1/24/2018**; lease **2/28/2018**)
- Re-request Baseline Service Agreement from City (**3/2018**, latest of multiple requests, original pending >1 year)
- Kickoff calls and subsequent meetings with Clean and Safe Program vendors (**3/2018**)
- Convene meetings w/ Safe Team vendor (Allied Universal) and/or Clean Team vendor (Chrysalis Enterprises) on **2/1/2018, 3/13/2018** and **3/21/2018** to discuss site planning/office layout and related logistics for housing clean and safe operations.
- Begin discussions to determine initial Safe and Clean Team service routes and schedules (**3/2018**)

Venice Beach Property Owners Association

Venice Beach Business Improvement District

- Interviews for Safe Team on-site, dedicated Operations Manager (**3/27/2018**)
 - Allied Universal Job Fair (local hiring), 1320 Pacific Avenue (**3/30/2017**)
 - Identify trash collection location and suitable containers
 - Begin to identify parking options for Clean and Safe Program vehicles
 - Procure certificates of insurance from Clean & Safe Program vendors
- 2) District Identity & Special Projects
- Prepare and send a physical mailing to all BID property owners (**1/23/2018**.) The mailing provided the time, date and location of our February Board of Directors meeting, as well as the regular Board meeting schedule as adopted for 2018. It advised property owners that the BID would be switching to email communications in February 2018, and provided information on signing up for the mailing list (the 4th mailing to provide such information.)
 - Develop a list of marketing & design firms to develop BID website, HTML version of MailChimp newsletter, logo and applications (uniforms, vehicle decals, stationery, email, business cards) (**1/2018**)
 - Conduct marketing & design firm interviews (**1/30/2018**)
 - Obtain/refine proposals from marketing & design firms (**1/2018-2/2018**)
 - Execute agreement with selected marketing & design firm (**2/22/2018**)
 - Obtain/refine proposal for pre-launch photography for BID website and other marketing purposes (**1/2018**)
 - Execute agreement with local photographers for BID website and other marketing purposes (**1/21/2018**)
 - Marketing & design team meetings held on **3/1/2018, 3/13/2018, 3/27/2018** developed and refined the BID logo and uniforms, as well as very early discussions of BID website layout and content. Weekly conference calls also supported the effort.
 - Domain renewals (**1/2018**)
 - Obtain web hosting service for BID website + related setup (**3/2018**)
 - Field media inquiries
 - Respond to ongoing property owner, business owner and public inquiries
- 3) Administration & Management
- Conduct Board of Directors meetings on **1/5/2018, 2/9/2018 and 3/9/2018** at Mishkon Tephilo (a nonprofit located within the BID.) Develop, review and produce agenda and other materials, agenda publication and on-site posting, meeting space setup/cleanup process, procurement of meeting equipment and light refreshments, etc. The Venice Beach BID has unusually high attendance. We have averaged 25-50 attendees at each Board meeting, not including Board and staff.
 - Continue search for office space, including site visits (**1/2018**)
 - Negotiate LOI, followed by lease agreement, with Newcastle Venice LLC, for approximately 2,310 SF of BID office and crew space at 1320-1322 Pacific Avenue. (LOI **1/24/2018**; lease **2/28/2018**)
 - Assess tenant improvements (TIs) required for office and crew space (**2/2018-3/2018**)
 - Assess utilities and current accounts as required for office and crew space and begin transfer processes (**3/2018**)

Venice Beach Property Owners Association

Venice Beach Business Improvement District

- Refine draft line item budget, consistent with Clean and Safe agreements, lease agreement, etc. Budget meetings with Board Treasurer and/or accounting occurred on **3/8/2018** and **3/27/2018**.
- Begin insurance renewal process (applications, etc.) and obtain quotes for additional lines
- Obtain and provide certificate of insurance to landlord (**3/2018**)
- Respond to all City correspondence/requests
- Setup various BID infrastructure and systems, develop workflows and processes as needed
- Manage/oversee IT setup and growth
- Accounting, banking and bill pay (invoice processing)
- Manage legal services
- Research best practices as required
- Oversee production of financial reports
- Complete BID quarterly reports
- Manage day-to-day administrative matters and support to the Board of Directors

Attached please find our quarterly financial report for Q1 2018.

Sincerely,



Tara Devine
CEO

Enclosure

Venice Beach BID
Annual Limits & Year-To-Date Totals
Quarter Ending March 2018

BUDGET CATEGORIES	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Revenue & General Benefit	1,868,761	-	-	-		
Clean & Safe Programs	1,365,744		16,731	16,731	1,349,013	
District Identity & Special Projects	126,685		23,671	23,671	103,014	
Administration & Management	376,332		107,002	107,002	269,330	
TOTAL EXPENSES	1,868,761	-	147,404	147,404	1,721,357	

Other Income (Not included above)

Penalty Income	-
Interest Income (From LA City)	-
Misc. Income	434
Total Other Income as of 3.31.18	434